

Figure 1

| | | | |
|---|---|--|--|
| <u>20</u> | S1 Delta Period to Period Deliverable ASP ≥ 0 | S2 Delta Period to Period Deliverable ASP < 0 & Flat Growing | S3 Delta Period to Period Deliverable ASP < 0 & Declining |
| C1 Delta Period to Period Component ASP ≥ 0 | Solution Value-Driven Zone <u>22</u> | Component Value-Driven & Deliverable Price-Driven Zone | Component Value-Driven & Deliverable Share-Driven Zone |
| C2 Delta Period to Period Component ASP < 0 & Flat | Deliverable Value-Driven & Component Price-Driven Zone | Solution Price-Driven Zone <u>24</u> | Component Price-Driven & Deliverable Share-Driven Zone |
| C3 Delta Period to Period Component ASP < 0 & Declining | Deliverable Value-Driven & Component Share-Driven Zone | Deliverable Price-Driven & Component Share-Driven Zone | Solution Share-Driven Zone <u>26</u> |

Figure 2

| <u>20</u> | S1 Delta Period to Period Deliverable ASP ≥ 0 | S2 Delta Period to Period Deliverable ASP < 0 & Flat | S3 Delta Period to Period Deliverable ASP < 0 & Declining |
|---|---|--|--|
| C3 Delta Period to Period Component ASP ≥ 0 | Solution Value- Driven Zone Significant Value Proposition-Profit likely and Primarily Value Dependent <u>22</u> | Component Value-Driven & Deliverable Price- Driven Zone Component Value Proposition - Profit Possible | Component Value-Driven & Deliverable Share -Driven Zone Low Deliverable Value Proposition Profit Limited |
| C2 Delta Period to Period Component ASP < 0 & Flat | Deliverable Value-Driven & Component Price -Driven Zone Deliverable Value Proposition-Profit Possible | Solution Price- Driven Zone Value Proposition not Significant Profit Primarily Cost Dependent <u>24</u> | Component Price-Driven & Deliverable Share -Driven Zone No Deliverable Value Proposition -Profit Difficult |
| C1 Delta Period to Period Component ASP < 0 & Declining | Deliverable Value-Driven & Component Share-Driven Zone Low Component Value Proposition -Profit Limited | Deliverable Price-Driven & Component Share-Driven Zone No Component Value Proposition -Profit Difficult | Solution Share-Driven Zone No Value Proposition- Profit Unlikely <u>26</u> |

Figure 3

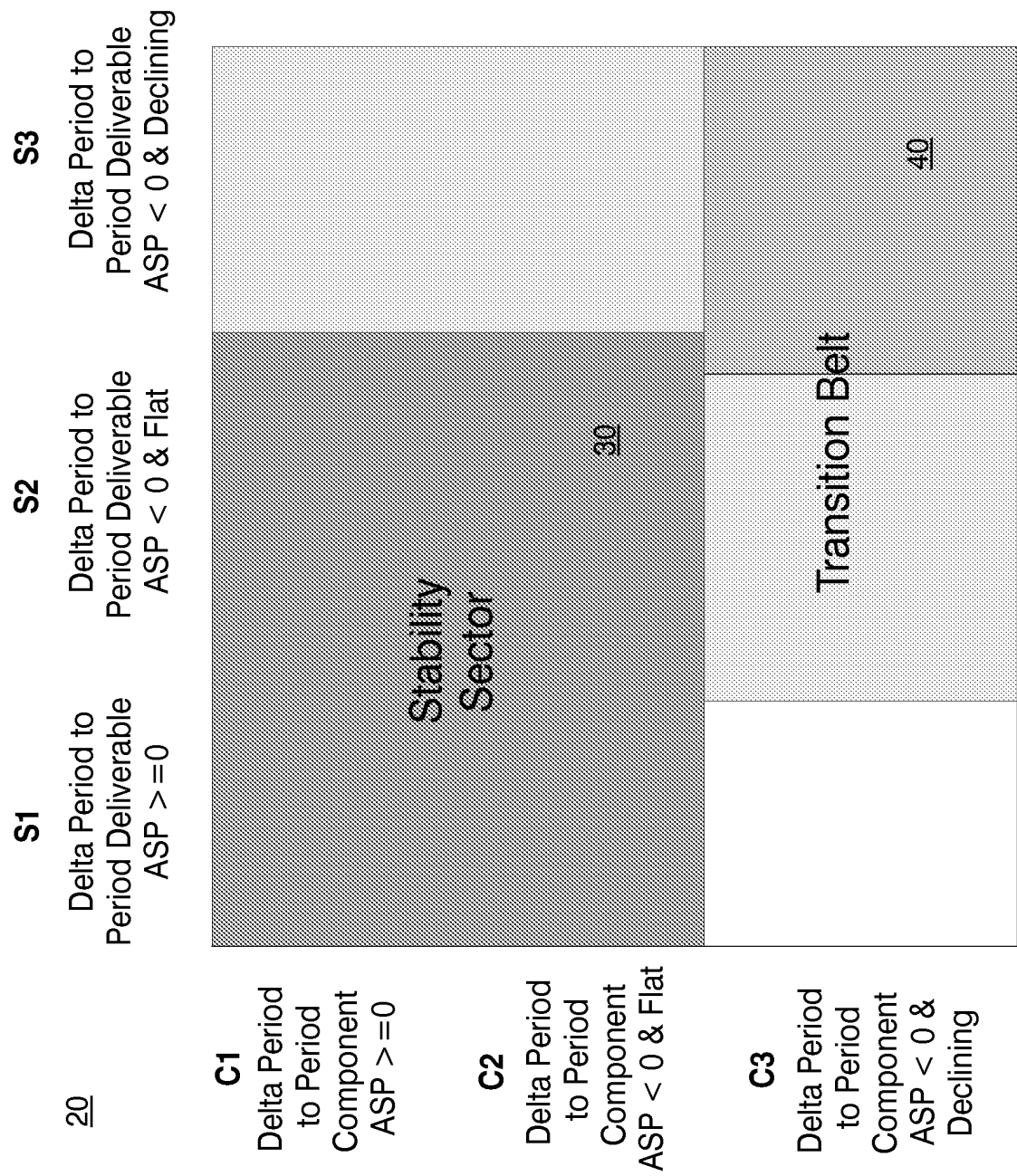


Figure 4

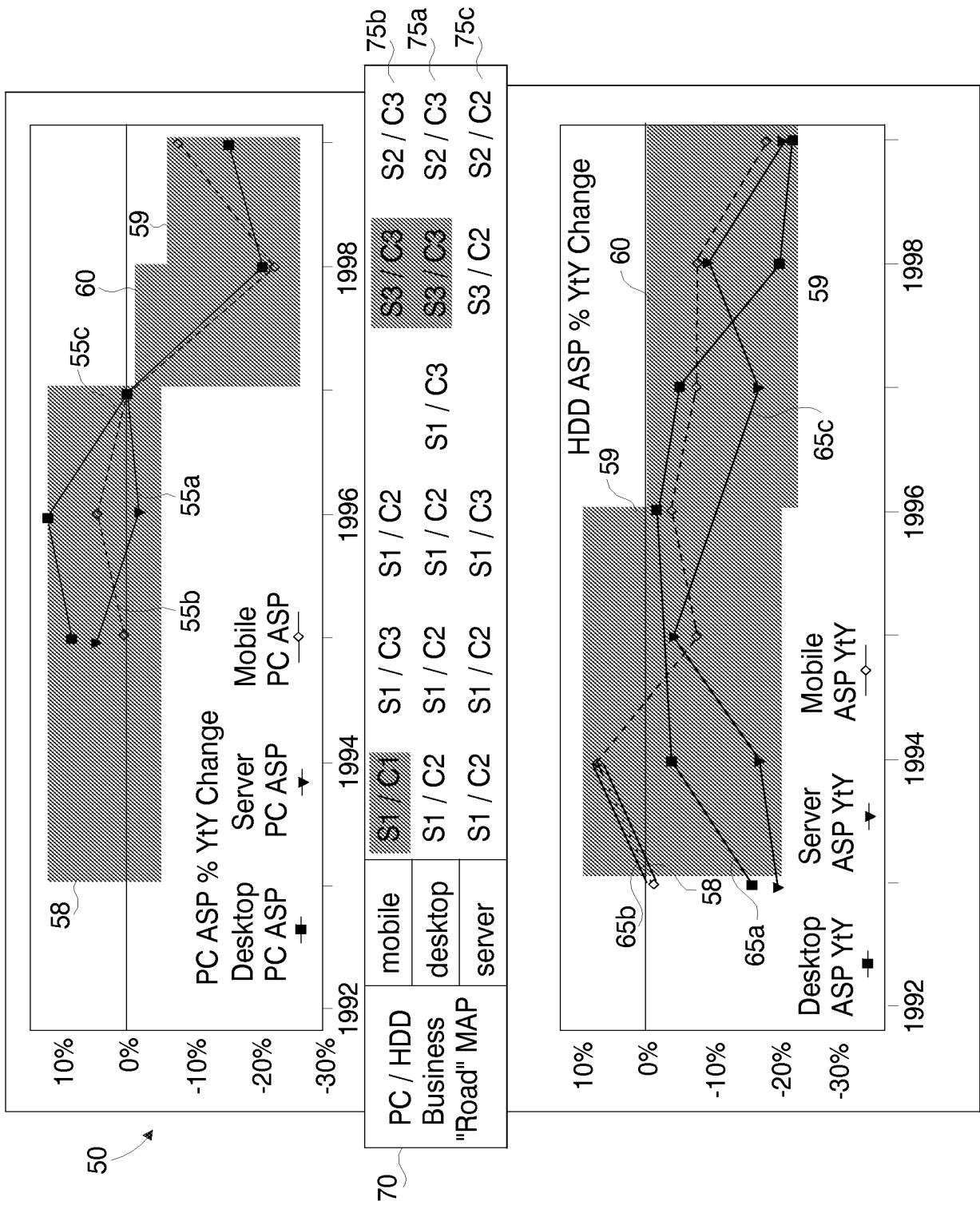


Figure 5

20a

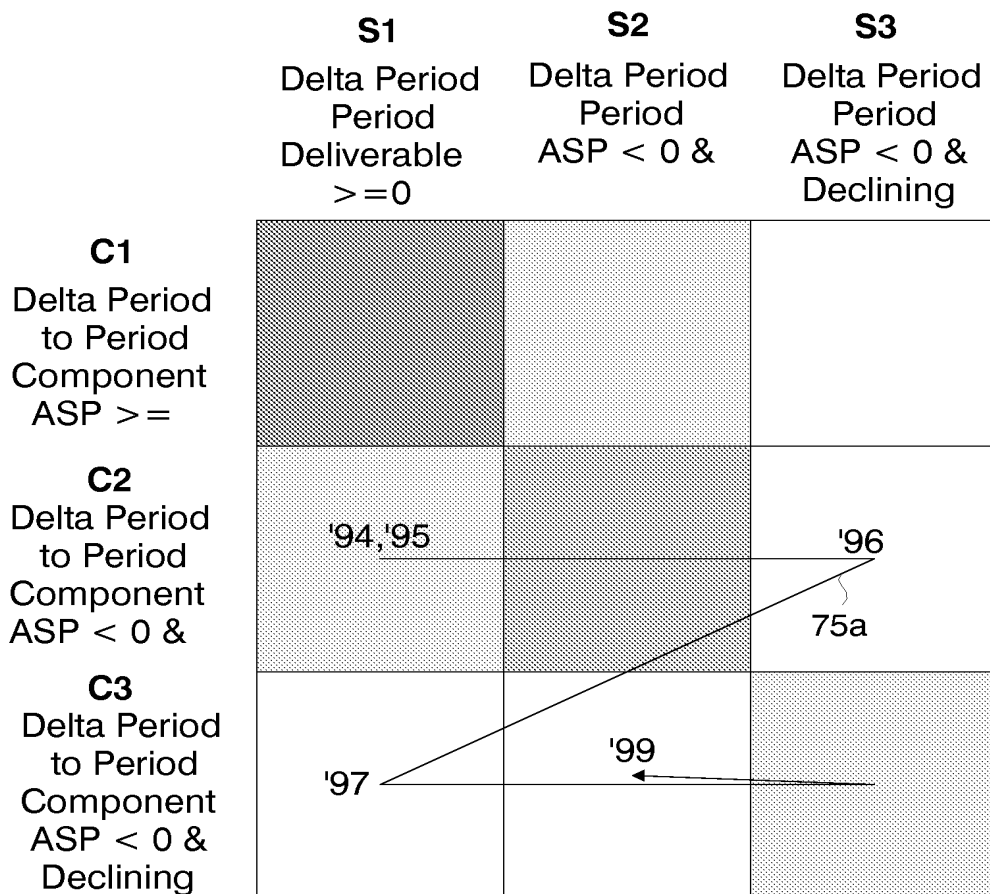


Figure 6(a)

20b

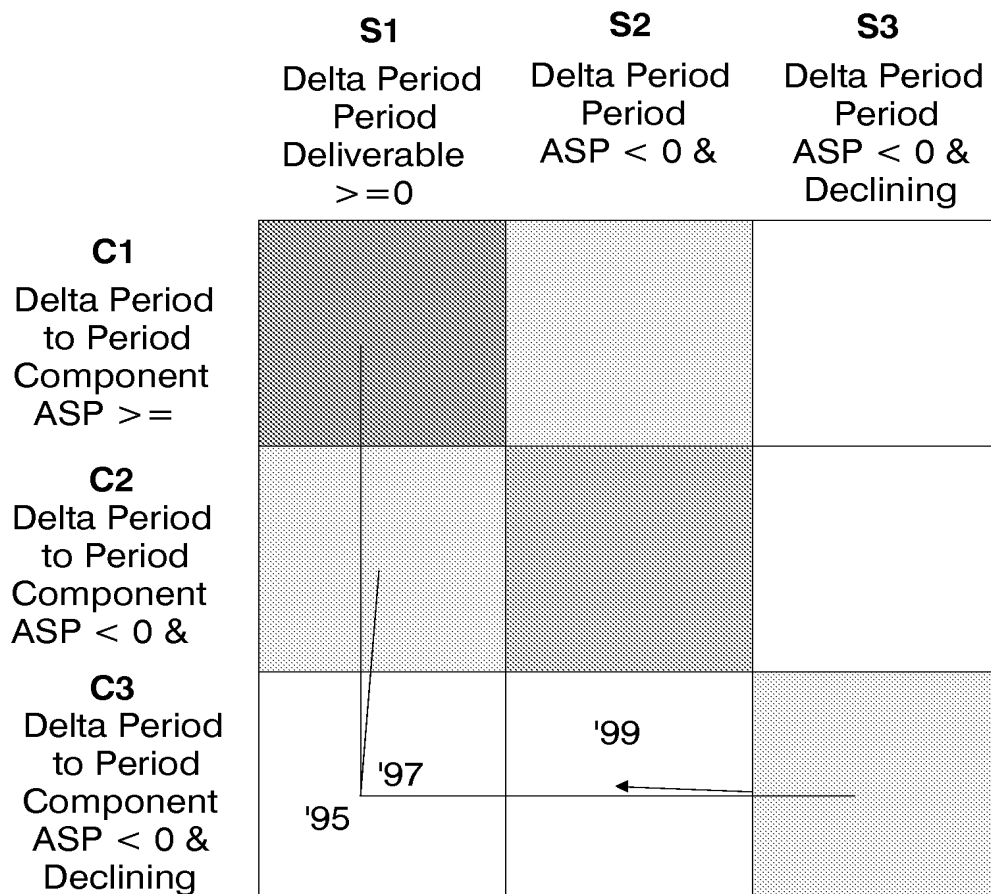


Figure 6(b)

20c

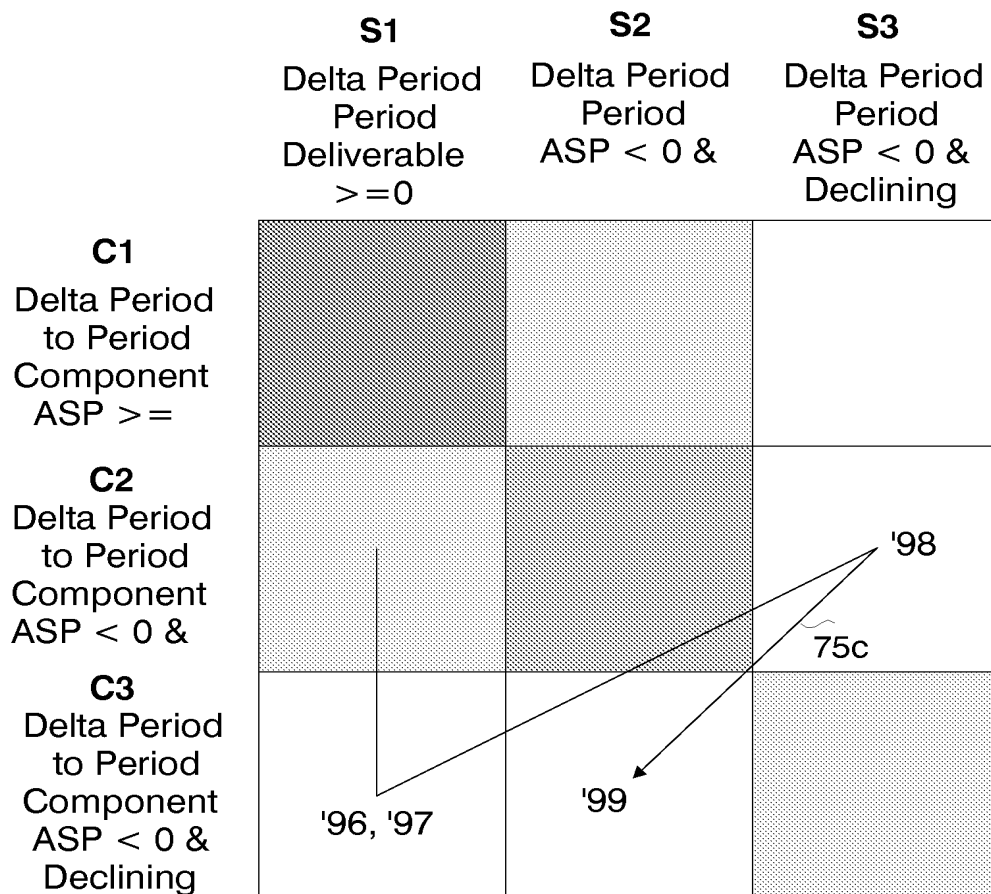


Figure 6(c)

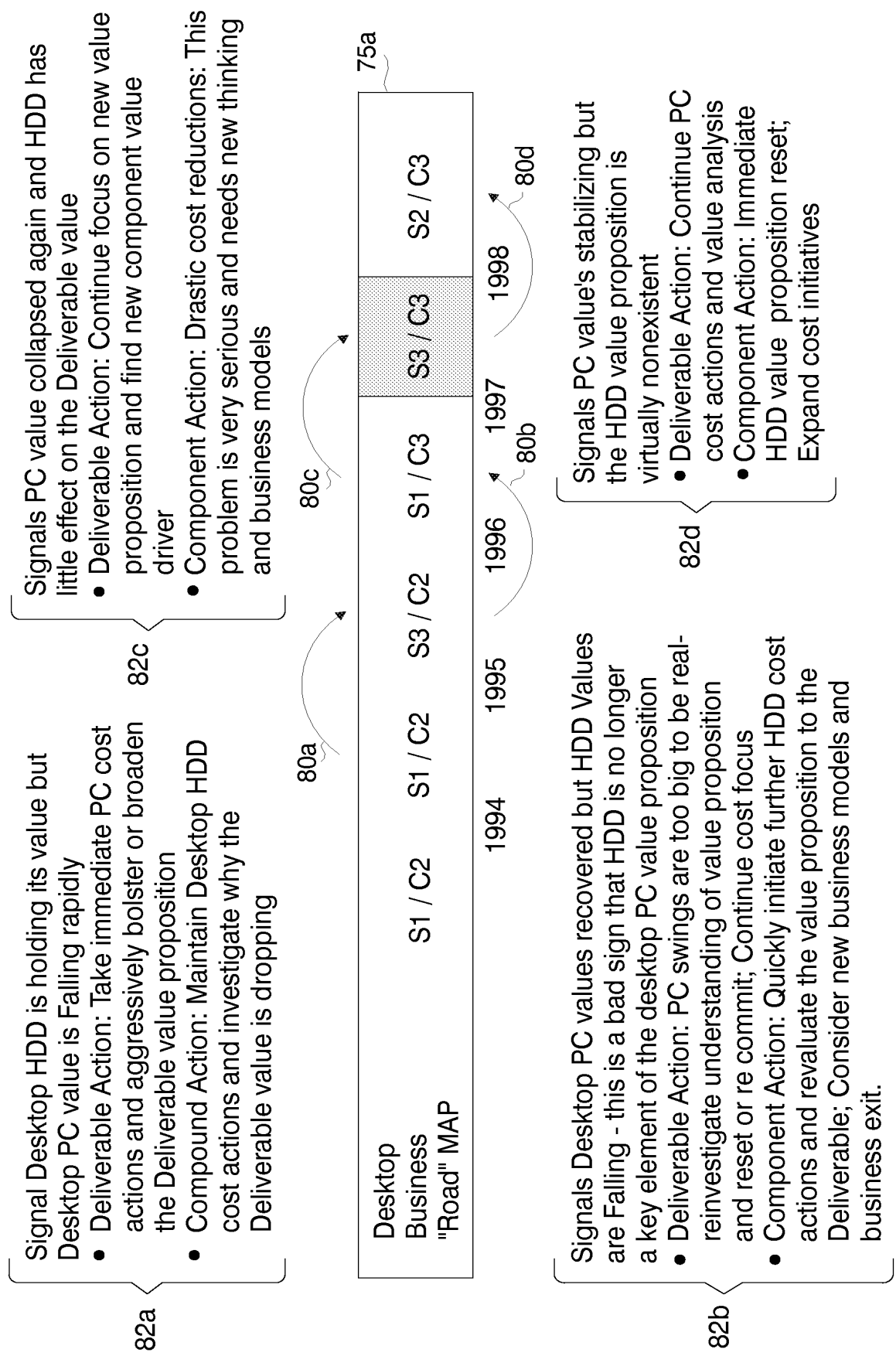
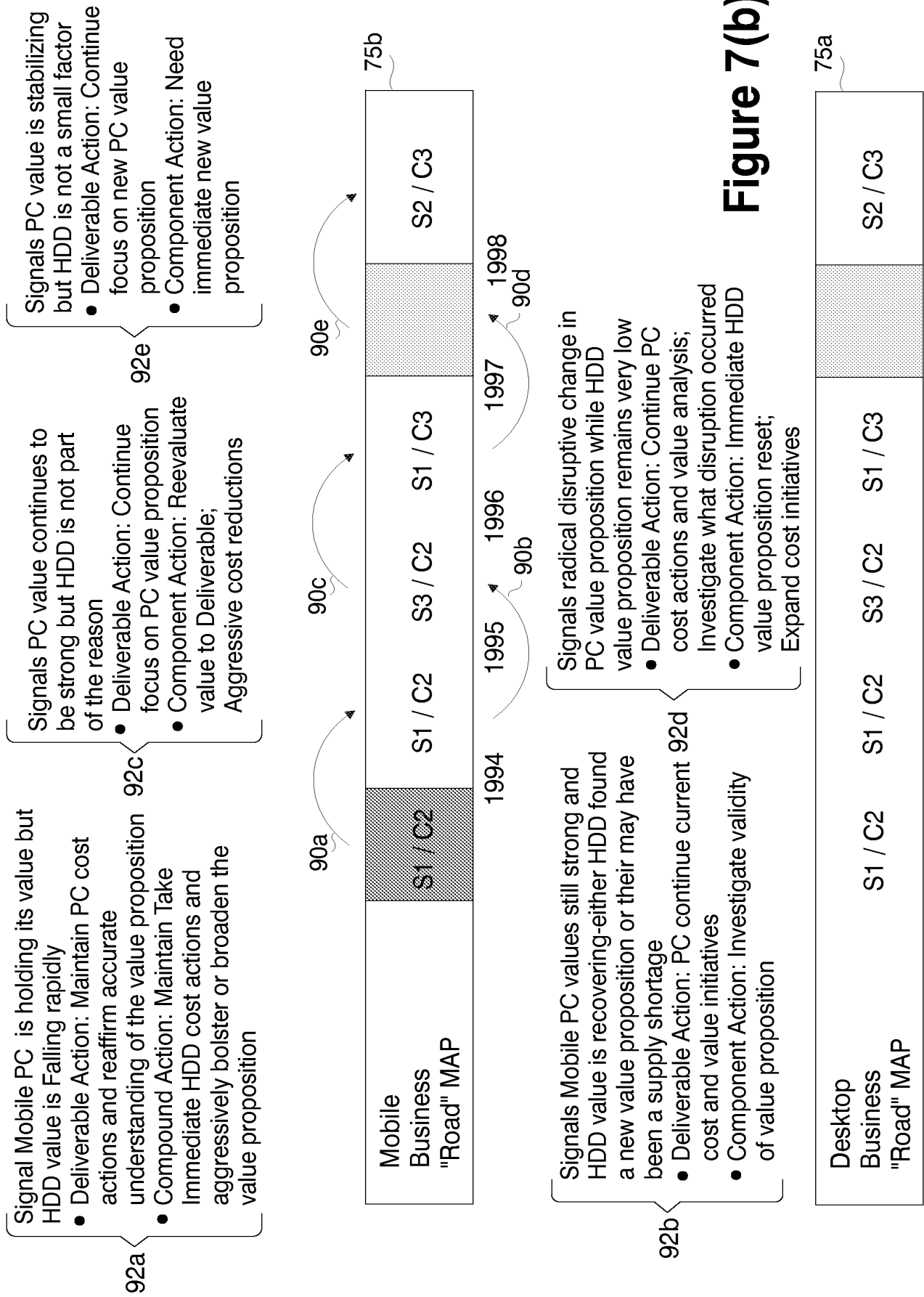


Figure 7(a)



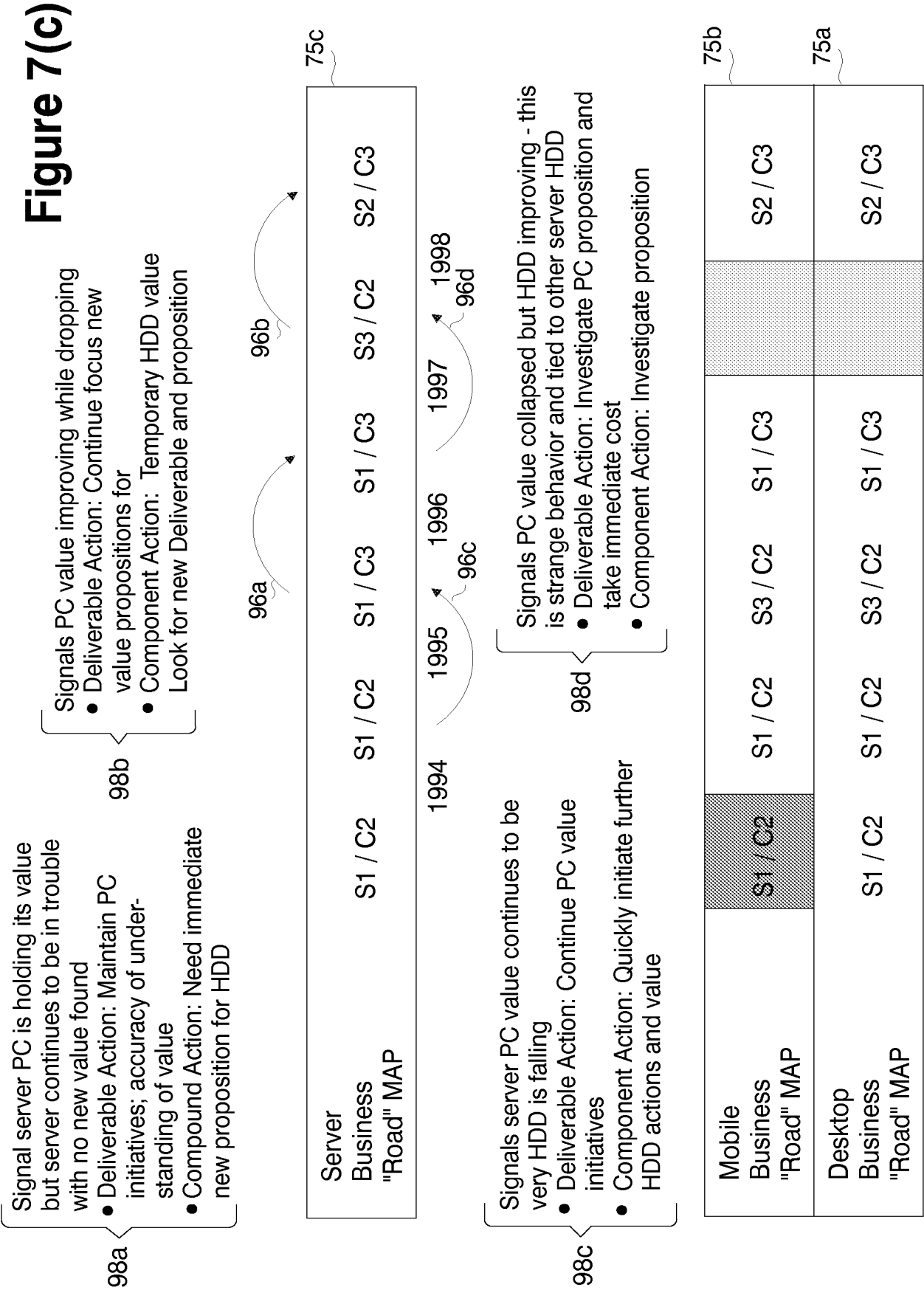


Figure 8(a)

Figure 8(b)

Figure 8

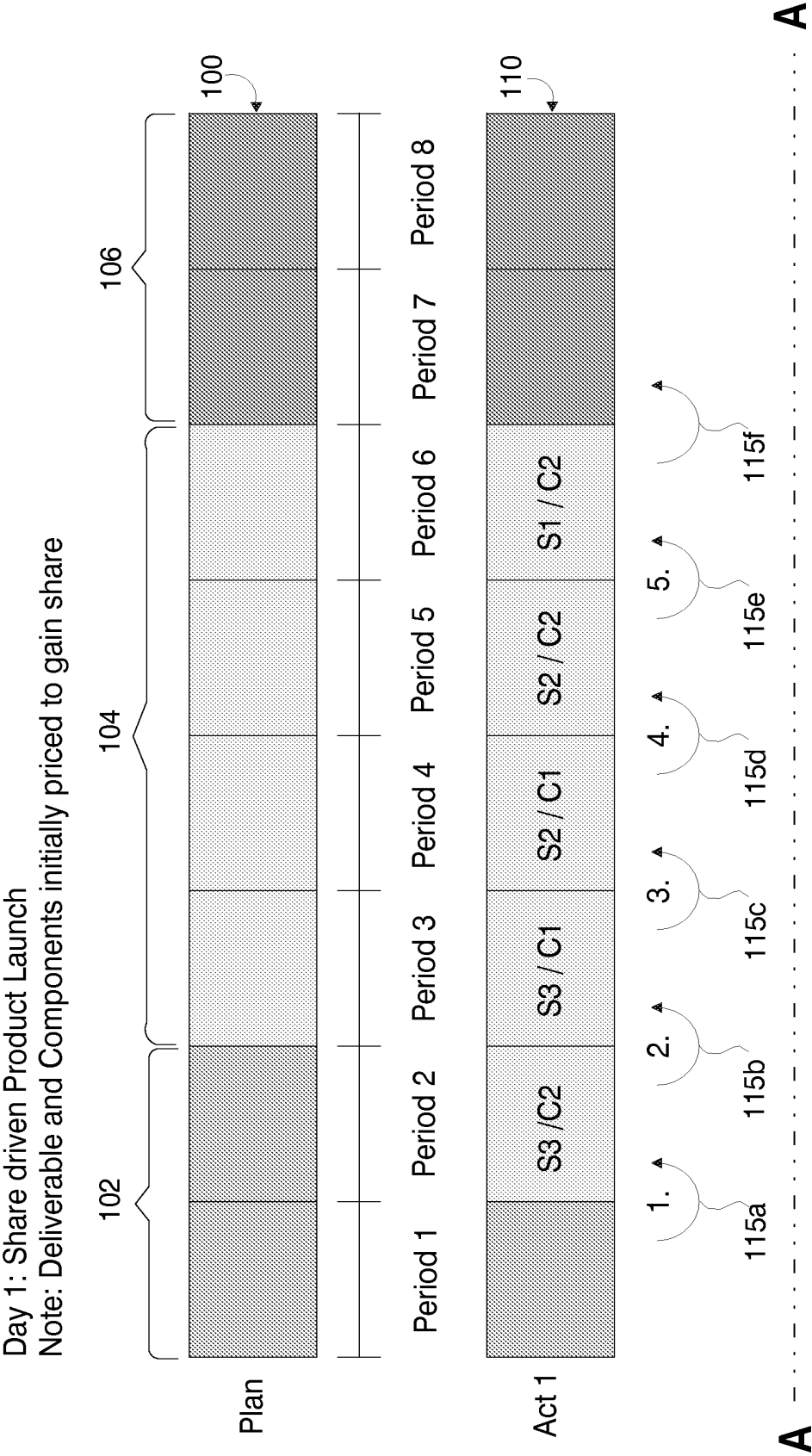


Figure 8(a)

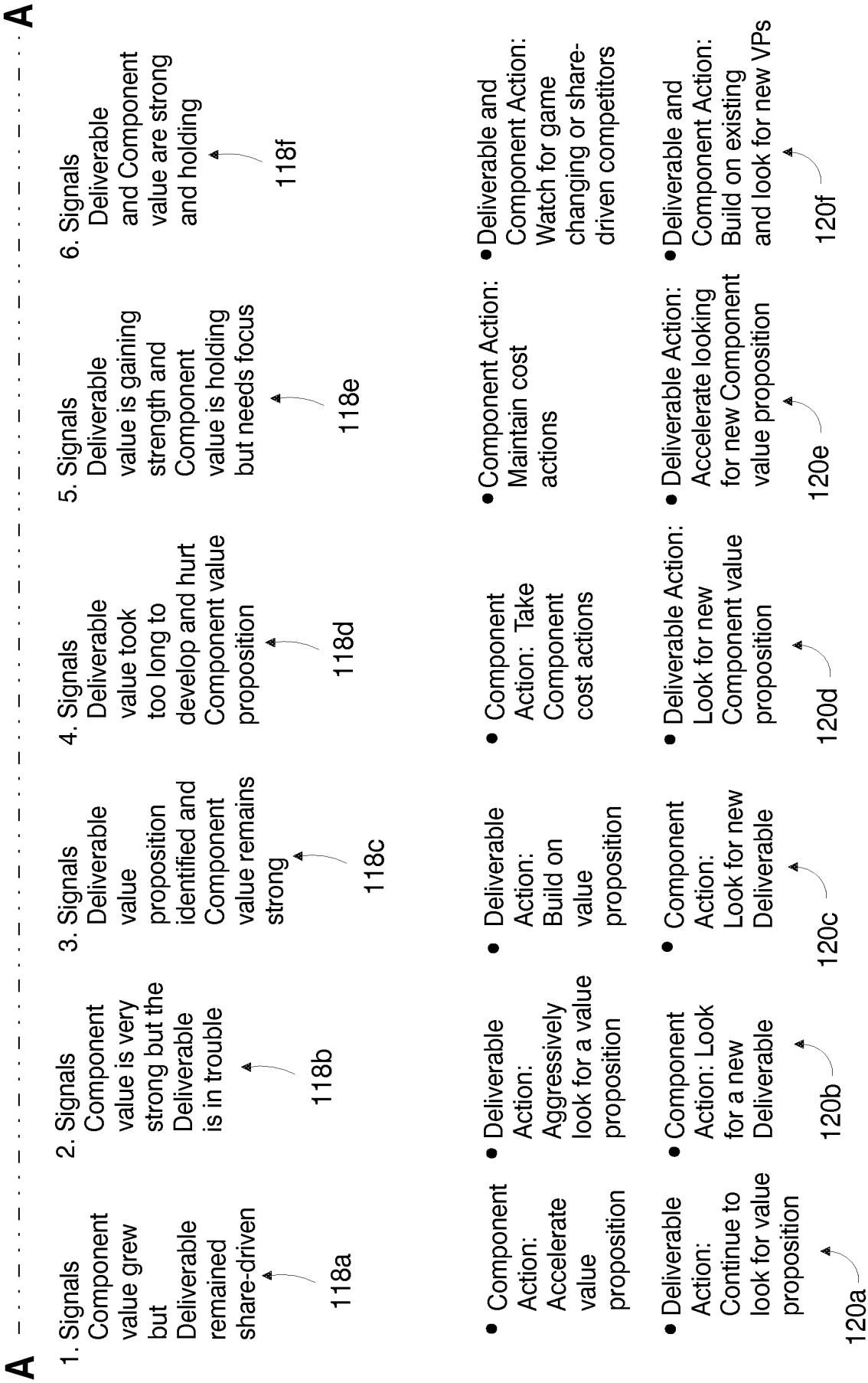


Figure 8(b)

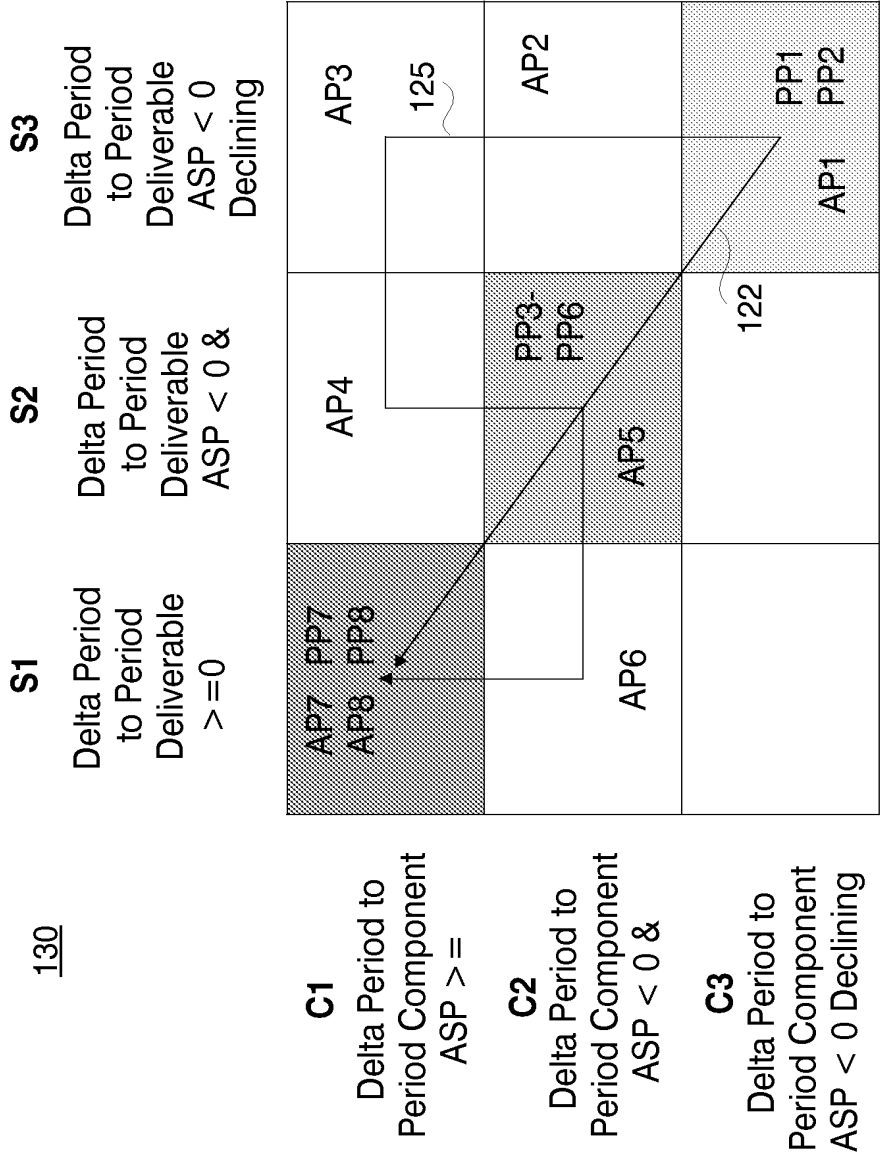


Figure 9

C1
Delta Period to
Period Component
ASP >= 0

C2
Delta Period to
Period Component
ASP < 0 & Flat

C3 Delta Period to Period Component ASP < 0 & Declining

| S1 | S2 | S3 |
|---|--|---|
| Delta Period to Period Deliverable ASP >=0 | Delta Period to Period Deliverable ASP < 0 & Flat | Delta Period to Period Deliverable ASP < 0 & Declining |
| Problem ? - Not ranked high ASP trend above zero | <div> <div>F</div> <div>H</div> </div> <div> <div>B</div> <div>A</div> </div> | May be OK - Ranked high ASP trend above zero |
| Problem ? - Not ranked ASP trend not down | <div> <div>N</div> <div>V</div> </div> <div> <div>M</div> <div>C</div> <div>Z</div> </div> | Problem ? - Ranked high; ASP trend negative |
| May be OK - Not ranked; ASP trend down | <div> <div>E</div> <div>J</div> <div>R</div> </div> <div> <div>X</div> <div>D</div> </div> | Problem ? - Ranked high; ASP trend down |

Figure 10

Identify a customer value proposition (ex. broadband to the home)
Analyze the Deliverable providers most likely to benefit and rank order them
Assess the component supplier's existing relationship or relationship potential
Assess participation outlook and create action plan to enhance value proposition / cost

| Deliverable Ranking | Established Value Proposition | Competitive Supplies | Positioned to Deliver Future Value | No Relationship | Action Plan |
|----------------------|-------------------------------|----------------------|------------------------------------|-----------------|-------------|
| Deliverable | | | | × | |
| Deliverable | | × | | | |
| Deliverable | × | | | | |
| Deliverable Provider | × | | | | |
| Deliverable | | | × | | |
| Deliverable | | | × | | |
| Deliverable | | | | × | |

Figure 11